

# Special Promotional Programs



## Department Description

Special Promotional Programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department also supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue; develops, maintains, and enhances visitor-related facilities; and supports the City's cultural amenities and natural attractions.



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# Special Promotional Programs

## Department Summary

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Positions	0.00	0.00	0.00
Personnel Expenses	\$ —	\$ —	\$ —
Non-Personnel Expenses	79,073,733	58,877,735	(20,195,997)
<b>Total Department Expenses</b>	<b>\$ 79,073,733</b>	<b>\$ 58,877,735</b>	<b>\$ (20,195,997)</b>
<b>Total Department Revenue</b>	<b>\$ 80,327,372</b>	<b>\$ 60,104,689</b>	<b>\$ (20,222,683)</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Arts, Culture, & Community Festivals	\$ 7,016,629	\$ 6,420,000	\$ (596,629)
Capital Improvements	34,781,252	17,239,063	(17,542,189)
Discretionary Funding	—	11,800,938	11,800,938
Economic Development Programs	1,466,466	1,706,450	239,984
Safety & Maint. of Visitor-Related Fac.	26,004,444	11,421,217	(14,583,227)
TOT Admin. & Promotional Activities	9,804,941	10,290,067	485,126
<b>Total</b>	<b>\$ 79,073,732</b>	<b>\$ 58,877,735</b>	<b>\$ (20,195,997)</b>

### Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Support for Capital Improvements</b>	0.00	\$ 17,239,063	\$ —
Annual allocation to support debt service payments for Mission Bay/Balboa Park Improvements, Convention Center Complex, QUALCOMM Stadium, and the Trolley Extension Reserve.			
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b>	0.00	11,920,476	—
Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.			
<b>Reimbursement to the General Fund for Tourism Related Expenditures</b>	0.00	9,761,965	—
Annual allocation for the reimbursement of tourism related expenses incurred by the General Fund.			
<b>Support for Arts, Culture, and Community Festivals</b>	0.00	6,200,000	—
Annual funding for organizations which promote local arts and culture.			
<b>Support for Economic Development Programs</b>	0.00	1,706,450	—
Annual funding for City programs and local organizations which promote tourism and economic development.			
<b>Mayor and City Council Discretionary Funding</b>	0.00	220,000	—
Annual funding for Mayor and City Council discretionary allocations.			
<b>City Council Discretionary Funding</b>	0.00	(3,892,945)	—
Adjustment of the one-cent TOT City Council discretionary allocation to the General Fund.			

# Special Promotional Programs

## Significant Budget Adjustments (Cont'd)

	FTE	Expenditures	Revenue
<b>Revised Revenue</b>	0.00	—	(8,901,933)
Adjustment to reflect Fiscal Year 2011 revenue projections.			
<b>Total</b>	<b>0.00</b>	<b>\$ 43,155,009</b>	<b>\$ (8,901,933)</b>

## Expenditures by Category

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
<b>NON-PERSONNEL</b>			
Contracts	\$ 65,492,408	\$ 8,746,872	\$ (56,745,536)
Other	13,581,324	50,130,863	36,549,539
<b>NON-PERSONNEL SUBTOTAL</b>	<b>\$ 79,073,732</b>	<b>\$ 58,877,735</b>	<b>\$ (20,195,997)</b>
<b>Total</b>	<b>\$ 79,073,732</b>	<b>\$ 58,877,735</b>	<b>\$ (20,195,997)</b>

## Revenues by Category

	FY2010 Budget	FY2011 Adopted	FY2010–2011 Change
Transient Occupancy Taxes	\$ 69,006,622	\$ 60,104,689	\$ (8,901,933)
Revenue from Federal Agencies	11,320,750	—	(11,320,750)
<b>Total</b>	<b>\$ 80,327,372</b>	<b>\$ 60,104,689</b>	<b>\$ (20,222,933)</b>

## Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
Arts Culture, and Community Festivals	0.00	\$ 6,420,000	\$ —
Convention Center Expansion Project	0.00	8,750,000	—
Convention Center TOT	0.00	3,400,000	—
Economic Development	0.00	1,706,450	—
General Administration/Management	0.00	5,540,862	60,104,689
Mission Bay/Balboa Park Improvement	0.00	4,716,201	—
Safety and Maintenance of Visitor Facilities	0.00	27,612,222	—
Trolley Extension Reserve	0.00	732,000	—
<b>Total</b>	<b>0.00</b>	<b>\$ 58,877,735</b>	<b>\$ 60,104,689</b>

# Special Promotional Programs

## Special Promotions

Organization / Program	FY2010 Budget	FY2011 Adopted
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>		
<b>Creative Communities San Diego</b>		
Access/Semana Cultural Michoacana	\$ 1,630	\$ —
Adams Avenue Business Association	13,287	—
Asian Story Theater	4,353	—
Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival	11,577	18,787
Coalition of Neighborhood Councils/Arts in Action	1,959	—
College Area Economic Development Corporation	4,353	—
Discover Pacific Beach/Pacific BeachFest	11,577	11,809
Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	1,150	—
Gaslamp Quarter Association	1,805	3,099
Hillcrest Business Improvement Association	4,075	4,724
Historic Old Town Community Foundation	11,484	15,351
Jacobs Center	13,926	—
Kalusugan Community Services	4,608	—
Linda Vista Multi-Cultural Fair and Parade	5,787	—
Little Italy Association/Little Italy Fiesta	3,482	—
Mo' Olelo Performing Arts/My-Home Production of Play and Outreach Program	4,075	5,046
Moxie Theatre	3,467	4,088
New Americans Immigration Museum/Becoming American	19,681	18,643
North Park Organization of Businesses	17,319	20,537
NTC Foundation	4,075	4,724
Nu-Way BHILD	19,681	20,537
Ocean Beach Merchants Association	3,047	2,521
Pacific Beach Community Development Corporation	17,319	—
Pacific Southwest Wildlife Arts, Inc.	6,622	7,298
PGK Project	16,138	—
Pic Arts/Creative Arts Series at College Rolando Library	8,150	10,659
Point Loma Association	—	14,657
Rancho de los Peñasquitos Town Council	—	6,649
Rolando Community Council/Rolando Street Fair	17,319	14,875
Salvation Army/Joan B. Kroc Center	16,300	13,226
San Diego Afterschool Strings Program/Gompers After School Strings Program	7,944	9,447
San Diego Armed Services YMCA	2,379	2,390
San Diego Asian Film Foundation	5,631	6,181
San Diego Audubon Society	3,797	5,046
San Diego Chinese Center	6,094	6,080
San Diego City College Foundation	—	5,224
San Diego Earth Day	2,926	4,297
San Diego Film Foundation	11,125	13,787
San Diego Fleet Week Foundation	7,926	8,833
San Diego North, Chamber of Commerce/RB Alive! 2008 Expo	6,011	7,127
San Diego Performing Arts League	3,749	4,038
San Diego Shakespeare Society	12,188	15,793
San Diego State University Foundation/Border Voices Poetry Project: Border Voices Poetry Fair	18,500	20,537
San Diego Women Film Foundation	19,681	20,537
San Diego Youth and Community Services/Celebrate Community Art	5,909	6,377
Southern Sudanese Community Center of San Diego	8,104	8,051
Street of Dreams/Musicians for Education	14,639	17,331

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2010 Budget	FY2011 Adopted
Teye Sa Thiosanne African Drum and Dance Company/Children Having Children	18,500	20,537
Torrey Pines Kiwanis Foundation	11,086	—
Transcendance	4,154	4,575
Villa Musica	6,529	—
<b>Creative Communities San Diego Subtotal</b>	<b>\$ 425,118</b>	<b>\$ 383,418</b>
<b>Organizational Support</b>		
Aja Project	\$ 101,657	\$ 86,818
Athenaeum Music and Arts Library	8,151	7,336
California Ballet Association	12,952	13,366
Center for World Music	49,900	46,104
Centro Cultural de la Raza	33,748	25,118
Chronos Theatre Group	6,543	6,444
Classics for Kids	59,593	94,785
Common Ground Theatre	44,197	40,525
Culture Shock Dance Troupe	33,154	29,345
Cygnat Theater	16,770	16,570
Eveoke Dance Theatre	—	19,918
Fern Street Community Arts, Inc.	13,946	12,555
Gaslamp Quarter Historical Foundation	59,145	50,097
Icarus Puppet Company	182,531	165,307
Japanese Friendship Garden Society, San Diego	376,700	364,704
Jean Isaac's San Diego Dance Theater	29,624	28,050
La Jolla Historical Society	111,634	102,512
La Jolla Music Society	92,155	87,798
La Jolla Playhouse	55,341	43,242
La Jolla Symphony and Chorus	251,015	221,393
Lyric Opera San Diego	52,569	49,721
Mainly Mozart Festival, Inc.	133,000	181,114
Malashock Dance and Company	21,236	16,687
Maritime Museum Association of San Diego	374,187	338,351
Media Arts San Diego	112,350	109,449
Mingei International Museum	117,928	126,528
Mo'olelo Performing Arts	3,310	—
Museum of Contemporary Arts, San Diego	435,251	387,456
Museum of Photographic Arts	29,294	18,376
New Children's Museum	24,262	24,659
New Works/Vantage Theatre	—	3,140
Old Globe Theatre	39,099	31,613
Persian Cultural Center	8,003	6,932
PGK Project	42,052	26,167
Playwrights Project	52,456	38,807
Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation	53,159	44,541
Samahan Filipino American Performing Arts and Education Center	32,269	32,426
San Diego Air and Space Museum, Inc.	107,672	101,390
San Diego Archaeological Center	72,328	77,368
San Diego Art Institute	23,352	22,692
San Diego Automotive Museum	15,484	13,983
San Diego Ballet	—	14,365
San Diego Center for Jewish Culture	27,911	26,143

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2010 Budget	FY2011 Adopted
San Diego Chamber Orchestra	8,639	9,266
San Diego Children's Choir	9,466	6,924
San Diego Chinese Historical Society and Museum	156,378	45,704
San Diego Civic Youth Ballet	92,741	78,507
San Diego Dance Theater	14,240	14,857
San Diego Early Music Society	12,865	—
San Diego Guild of Puppetry	44,969	44,781
San Diego Historical Society	9,679	8,484
San Diego Junior Theatre	355,500	269,935
San Diego Master Chorale	128,363	100,000
San Diego Men's Chorus	506	—
San Diego Model Railroad Museum, Inc.	416,106	354,622
San Diego Museum Council	162,181	123,851
San Diego Museum of Art	266,026	258,850
San Diego Museum of Man	406,163	374,445
San Diego New Music	16,429	19,878
San Diego Repertory Theatre	14,435	9,436
San Diego Society of Natural History	12,237	—
San Diego Space and Science Foundation	10,951	10,518
San Diego Symphony Orchestra Association, Inc.	58,544	55,320
San Diego Water Color Society	14,942	14,754
San Diego Women's Chorus	15,187	10,729
San Diego Writers Ink	25,316	15,282
San Diego Young Artists Music Academy, Inc.	7,111	8,055
San Diego Young Artists Symphony Orchestra	50,571	45,852
San Diego Youth Symphony and Conservatory	25,429	21,316
Save Our Heritage Organisation	85,386	81,941
Scripps Ranch Theatre	—	597
Sledgehammer Theatre	—	9,061
Spreckels Organ Society	177,290	225,156
Sushi Visual and Performing Arts, Inc.	432,916	340,087
Veteran's Memorial Center	—	4,031
Westwind Brass	54,626	51,550
Women's History Museum and Educational Center	—	5,130
WorldBeat Center	29,003	21,775
Young Audiences of San Diego	19,060	21,993
<b>Organizational Support Subtotal</b>	<b>\$ 6,449,183</b>	<b>\$ 5,816,582</b>
<b>Other</b>		
Arts, Culture, and Community Festivals Program Administration	\$ 836,326	\$ 832,680
Mayor/City Council Allocations	220,000	220,000
Public Art Fund	30,000	—
<b>Other Subtotal</b>	<b>\$ 1,086,326</b>	<b>\$ 1,052,680</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>	<b>\$ 7,960,627</b>	<b>\$ 7,252,680</b>
<b>CAPITAL IMPROVEMENTS</b>		
<b>Capital Improvements</b>		
Convention Center Complex	\$ 9,474,142	\$ 8,750,000
Mission Bay Park/Balboa Park Improvements	5,468,428	4,716,201
New Convention Facility	4,153,439	— <sup>1</sup>
PETCO Park	14,743,165	— <sup>2</sup>



# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2010 Budget	FY2011 Adopted
QUALCOMM Stadium	—	3,040,862 <sup>3</sup>
Trolley Extension Reserve	942,078	732,000
<b>Capital Improvements Subtotal</b>	<b>\$ 34,781,252</b>	<b>\$ 17,239,063</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>	<b>\$ 34,781,252</b>	<b>\$ 17,239,063</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>		
<b>Citywide Economic Development</b>		
Horton Plaza Theatre Foundation	\$ —	\$ 385,000 <sup>3</sup>
Mission Trails Regional Park Foundation, Inc.	—	36,450 <sup>3</sup>
San Diego Regional Economic Development Corporation	50,000	50,000
<b>Citywide Economic Development Subtotal</b>	<b>\$ 50,000</b>	<b>\$ 471,450</b>
<b>Economic Development and Tourism Support</b>		
Asian Business Association	\$ —	\$ 40,252
Citizen Diplomacy Council of San Diego	54,000	48,600
City Heights Business Association	—	13,500
City Heights Community Development Corporation	48,600	48,600
Hostelling International-American Youth Hostels	54,000	48,600
International Rescue Committee	—	26,887
Japan Society of San Diego and Tijuana	43,187	35,100
Mabuhay Alliance	16,558	—
Old Town San Diego Chamber of Commerce	28,000	28,800
Otay Mesa Chamber of Commerce	47,700	54,000
Promote La Jolla, Inc.	45,000	—
San Diego Convention & Visitors Bureau	—	46,800
San Diego East Visitors Bureau	52,555	51,661
South County Economic Development Council	54,000	43,200
Travelers Aid Society of San Diego	54,000	54,000
Union of Pan Asian Communities	42,400	—
<b>Economic Development and Tourism Support Subtotal</b>	<b>\$ 540,000</b>	<b>\$ 540,000</b>
<b>Other</b>		
Business Expansion, Attraction and Retention (BEAR)	\$ 590,344	\$ 515,000
Economic Development Program Administration	178,450	180,000
<b>Other Subtotal</b>	<b>\$ 768,794</b>	<b>\$ 695,000</b>
<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 1,358,794</b>	<b>\$ 1,706,450</b>
<b>MAJOR EVENTS</b>		
<b>Major Events</b>		
Major Events Revolving Fund	\$ 30,000	\$ —
<b>Major Events Subtotal</b>	<b>\$ 30,000</b>	<b>\$ —</b>
<b>TOTAL MAJOR EVENTS</b>	<b>\$ 30,000</b>	<b>\$ —</b>
<b>SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>		
<b>Safety and Maintenance of Visitor-Related Facilities</b>		
Balboa Park Centennial	\$ 150,000	\$ 150,000
Discretionary Transient Occupancy Tax Support to General Fund	13,581,324	11,800,938
Horton Plaza Theatre Foundation	385,000	— <sup>4</sup>
Mission Bay Park/Balboa Park Improvements	—	380,265 <sup>5</sup>
Mission Trails Regional Park Foundation, Inc.	36,450	— <sup>4</sup>
New Convention Facility	—	3,400,000



# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2010 Budget	FY2011 Adopted
PETCO Park	—	2,500,000
QUALCOMM Stadium	11,821,670	4,990,952
Regional Park Safety Program	95,000	120,000
Special Events Department	567,314	544,274
Transient Occupancy Tax (TOT) Payment Audit	391,356	415,000
Transient Occupancy Tax Administration and Promotional Activities	9,318,585	9,755,067
<b>Safety and Maintenance of Visitor-Related Facilities Subtotal</b>	<b>\$ 36,346,699</b>	<b>\$ 34,056,496</b>
<b>TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>	<b>\$ 36,346,699</b>	<b>\$ 34,056,496</b>
<b>SUMMARY</b>		
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,960,627	\$ 7,252,680
CAPITAL IMPROVEMENTS	34,781,252	17,239,063
ECONOMIC DEVELOPMENT PROGRAMS	1,358,794	1,706,450
MAJOR EVENTS	30,000	—
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	36,346,699	34,056,496
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 80,477,372</b>	<b>\$ 60,254,689</b>

<sup>1</sup> Budget moved to Safety & Maintenance of Visitor Related Facilities section.

<sup>2</sup> Budgeted transfer of Redevelopment Agency funds to the PETCO Park Fund eliminated. Funds budgeted directly in PETCO Park Fund beginning in FY 2011.

<sup>3</sup> Budget moved from Safety & Maintenance of Visitor Related Facilities section.

<sup>4</sup> Budget moved to Economic Development Programs section.

<sup>5</sup> Budget moved from Capital Improvements section.

# Special Promotional Programs

## Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2010 Budget*		FY2011 Adopted
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$	—	\$ —
Prior Year Reserve for Encumbrances		6,757,278	—
TOTAL BALANCE AND RESERVES	\$	6,757,278	\$ —
REVENUE			
Grant and Other Revenue	\$	150,000	\$ 150,000
Redevelopment Agency Loan Repayment		11,320,750	— <sup>1</sup>
Transient Occupancy Tax		69,006,622	60,104,689
TOTAL REVENUE	\$	80,477,372	\$ 60,254,689
TOTAL BALANCE, RESERVES, AND REVENUE	\$	87,234,650	\$ 60,254,689
OPERATING EXPENSE			
Operating Expense	\$	18,829,486	\$ 18,566,517
Commission for Arts and Culture Department		836,326	832,680
Special Events Department		567,314	544,274
Transfer to Convention Center Expansion Fund		9,474,142	8,750,000
Transfer to General Fund		13,581,324	11,800,938
Transfer to Major Events Revolving Fund		30,000	—
Transfer to Mission Bay/Balboa Park Improvement Fund		5,468,428	5,096,466
Transfer to PETCO Park Fund		14,743,165	2,500,000 <sup>1</sup>
Transfer to Public Art Fund		30,000	—
Transfer to QUALCOMM Stadium Fund		11,821,670	8,031,814
Transfer to TOT-Convention Center Fund		4,153,439	3,400,000
Transfer to Trolley Extension Reserve Fund		942,078	732,000
TOTAL OPERATING EXPENSE	\$	80,477,372	\$ 60,254,689
TOTAL EXPENSE	\$	80,477,372	\$ 60,254,689
RESERVES			
Reserve	\$	6,757,278	\$ —
TOTAL RESERVES	\$	6,757,278	\$ —
BALANCE			
TOTAL EXPENSE, RESERVES, AND BALANCE	\$	87,234,650	\$ 60,254,689

\* At the time of publication, audited financial statements for Fiscal Year 2010 were not available. Therefore, the Fiscal Year 2010 column reflects final budget amounts from the Fiscal Year 2010 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

<sup>1</sup> Redevelopment Agency loan repayment revenue for PETCO Park debt service has been budgeted in the PETCO Park Fund beginning FY 2011. The budgeted transfer of this revenue has been reduced.